

Heath Weaver

heath.weaver@remote-executive.com

B2B MARKETING LEADER WITH 17+ YEARS, BOOSTED REVENUE 300%

As Head of B2B Marketing at TeamSnap, I bring over 12 years of B2B SaaS marketing leadership, having driven demand generation and built high-performing teams at Essence of Email and Trilogy Software. My experience in developing marketing strategies, leveraging data for decision-making, and enhancing customer engagement aligns perfectly with TeamSnap's goals. My passion for youth sports further complements the company's mission.

Career

Managing Director at Essence of Email

APR 2019 – APR 2024 | US/Remote

- Closed 35% of deals across 200 opportunities, setting a new revenue record
- Increased client retention by 100% through a vision focused on expertise areas
- Reorganized teams, improving client satisfaction by 10%
- Implemented AI solutions, saving 6% annually and enhancing customer satisfaction
- Overhauled email strategies, boosting client revenue by 34%

VP of Marketing at Trilogy Software

JAN 2018 – DEC 2019 | Remote

- Delivered 25% of Sales boot camp, enhancing sales team capabilities
- Established marketing processes for 15 SaaS products, streamlining product launches

Managing Partner & Co-Founder at The Specialists Agency & Retorica

JAN 2013 – DEC 2017 | Remote

- Advised multinationals on e-business strategy, delivering bespoke POS and digital solutions
- Led campaign for Bombay Sapphire, used as storyline for Spice Hunter campaign
- Grew client businesses through digital optimization, improving digital presence

Director, Europe at High Position Agency

JAN 2010 – DEC 2011 | Partially Remote

- Increased revenue by 75% through strategic client-focused business approach
- Reduced customer churn by 40% with innovative client management strategies
- Doubled profitability and client satisfaction by optimizing business processes

Head of Search Engine Marketing, Europe at Sony Electronics

JAN 2007 – DEC 2010 | Brussels

- Aligned European search activities, lifting search traffic by 103% year-on-year
- Coordinated Pan-European campaigns, achieving top 5 listings for high-volume keywords
- Increased Direct Sales by 300% over three years through Search Marketing
- Reduced ad costs by 5% while significantly increasing sales
- Developed 'locomotive' strategy, turning VAIO's profitability from 0% to over 5%

Financial Analyst and Investor Relations at Charlotte Russe

JAN 2002 – DEC 2003 | San Diego

- Automated reporting using Excel VBA, enhancing management productivity
- Managed Investor Relations, producing Annual Report and engaging with investors

Education

Non-Degree in Business Administration with Accounting and Marketing Emphasis Dixie State University, MAY 2020

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